



1924 Oakland Five Passenger Touring Car

"Give us a finish that is not affected by the hottest sun or the most torrential downpour; a finish that will withstand the corroding effects of the dank sea air; a finish that will not be affected by gumbo mud or alkali dust; that will be easy to keep polished and will be economical to retouch or refinish."

This was the gist of the orders given to the plant department of the Oakland Motor Car company when experiments were first started on the new 1924 models.

The special paint job resulting is one of the most recent developments for automobile use. It possesses qualities of durability that have proved remarkable in actual tests to which the body finish has been subjected. A satin wax finish gives a soft lustre that is as notable for beauty as the paint is for durability.

All the Oakland Fisher-built bodies are finished with the satin wax finish developed at the Oakland factories.

The True Blue Travelers, a fleet of Oakland cars sent from the factory on the announcement of the

new models, encountered every type of mud and gumbo and rainy weather on the various routes to all sections of the country, yet all that was found necessary each day was to wipe the mud off with a dry cloth and rub the body to bring out the lustre.

Probably the most spectacular test of the durability of this new body finishing preparation was given in San Francisco when the contents of a powerful fire extinguisher were shot against the side of an Oakland touring car. The sulphuric acid contained in the fire extinguisher had no effect whatsoever on the body finish, though it left scars on the enamel in several spots.

In case the finish is marred or denied, all that is necessary after the dent is bumped out it to have the Oakland Service Station representatives spray with a special paint gun just the spot that has been marred. The paint blends together without leaving a trace of where the damaged spot appeared—something impossible to do on a varnish finished job.

to handle any number of visitors from the 26th inst. on. We expect large early-season arrivals due to the unusual attractions Yosemite will have to offer in a scenic way in the late spring and early summer months."

**Colored Snow Causes Alarm Among Japanese Peasantry**

(By Mail)  
TOKIO, March 3.—A fall of "yellow snow" is reported from Niigata, on the northwest coast of Japan. The inhabitants of the region are much disturbed, considering the phenomenon an omen of evil import, but scientists have an explanation.

They believe that clouds of the yellow dust from the Gobi desert, which frequently are driven over north China and are especially well known in Peking, have been carried across the Sea of Japan in snowclouds.

Old inhabitants of the Niigata district recall that half a century ago there was a fall of "red snow" in that region.

**BEES PREFER BRIGHT COLORS**

(By Mail)  
BERLIN, March 24.—Bees have a fine sense for various colors and are much more impressed by colored than by white light. This has been established through experiments conducted by Alfred Kuehn.

The light waves which make the greatest impression upon the eyes of bees are between 365 and 600 millimeters in length.

**FORD PREDICTED AUTO SUPREMACY**

**Article in 1910 Detroit Paper Tells of Ford's Faith in 'Auto Industry'**

How clearly Henry Ford saw the future of the automobile and how well he prophesied it, is shown in an article written by him in February, 1910, and published in a Detroit newspaper.

In 1909, as the article states, 2,000,000 horse drawn vehicles were sold as against 80,000 automobiles. How the prophesied reversal came appears in figures for last year which show the sale of approximately 4,900,000 motor cars during 1923 as compared with 100,000 horse drawn vehicles.

The article follows: "The automobile of the past attained success in spite of its price, because there were more than enough purchasers to be found to take the limited output of the then new industry. Proportionately few could buy, but these few could keep all the manufacturers busy, and price therefore had no bearing on sales.

"The automobile of the present is making good because the price has been reduced just enough to add sufficient new purchasers to take care of the increased output.

Supply and demand, not cost, has regulated the selling price of automobiles. The car of today is better by far than the cars of a few years ago—the natural result of experience. The price is lower, just enough lower to add sufficient possible purchasers to buy the increased output.

"The automobile of the future must be enough better than the present car to begot confidence in the man of limited means and enough lower in price to insure sales for the enormously increased output.

"The car of the future must be 'the car for the people,' the car that any man can own, who can afford a horse and carriage; and, mark my words, that car is coming sooner than most people expect.

"In the low-priced car dwells the future success of the automobile. Comparatively few persons can afford even a \$1000 car. A limited number of factories can easily supply all the demand for high-priced cars, but the market for a low priced car is unlimited. More than 2,000,000 horse drawn vehicles were sold by 'American factories' in 1909. When you substitute a motor-driven vehicle for each of these two million wagons and carriages, you get an idea of the automobile of the future.

"The low priced car will not be a makeshift, an automobile by courtesy, a machine built for price. It is harder to sell to a man who can only afford a low-priced car than to the man whose money comes more easily. Not only must the successful car of the future be low-priced, but it must present at

least equal value with the present high-priced cars.

"The low-priced car should actually be better than the car at a higher price, for more is expected of it. The man who can afford the high priced car can afford the man who has to buy a low priced car, if any, has to look after it himself, whether or not he has any mechanical ability. Likewise, when he buys, he buys for business use and pleasure too. That condition prevails today. The low priced car must be better built than the higher priced product, because it receives harder use. The successful low priced car of today is successful because it stands harder usage than is accorded to \$500 creations.

"Equally important with low cost as a qualification of the car of the future is 'low cost of upkeep.' The weekly expense of an automobile will be more important to the man whose income is \$100 a month than will the cost price. The one he has saved by easy stages, the other must be taken out of his earnings. Gasoline bills, repair bills, tire bills must be low. They should be as low as the expense bills for a horse and carriage. This low maintenance account can result only from light

weight. "So the car of the future will be light as well as low priced. This means the substitution of quality for quantity even to the use of materials not yet discovered." It is notable, also, in connection with the foregoing prophecy by Mr. Ford, that during last year 2,000,000 Ford cars and trucks were produced, fulfilling the statement made in 1910 that the light, low-priced car would enjoy the greatest popularity.

**FLINT COUPE at a BARGAIN**

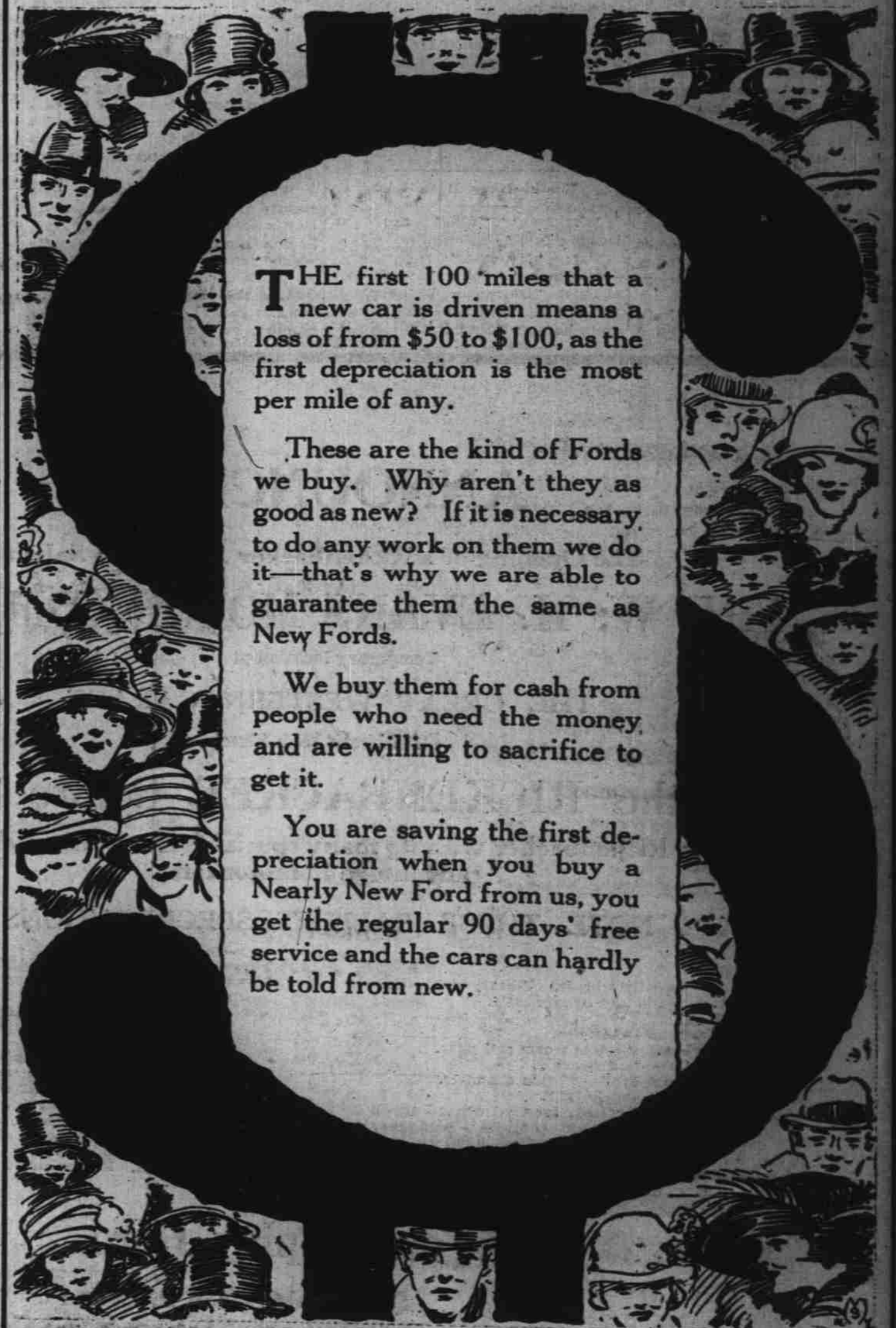
Customer will discount \$570.00 on a new Flint 4-Passenger Coupe. This car should sell readily at this reduction.

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**WHAT Do Your Dollars Mean To You**



THE first 100 miles that a new car is driven means a loss of from \$50 to \$100, as the first depreciation is the most per mile of any.

These are the kind of Fords we buy. Why aren't they as good as new? If it is necessary to do any work on them we do it—that's why we are able to guarantee them the same as New Fords.

We buy them for cash from people who need the money and are willing to sacrifice to get it.

You are saving the first depreciation when you buy a Nearly New Ford from us, you get the regular 90 days' free service and the cars can hardly be told from new.

**Used Car Corner OPEN EVENINGS and SUNDAYS**

Ferry and Commercial St. Opposite Marion Hotel

**GASOLINE MORE DANGEROUS NOW**

(Continued from page 3)

the AAA that one motorist actually went so far as to light a match when seated in a Ford Sedan in order to read the number of gallons of gas in the tank as indicated on a measuring rod. Nothing happened, but that is just the trouble. This motorist will take farther liberties next time. And that will be the end.

"A very large percentage of automobile mechanics now smoke while working on cars, even when tinkering with carburetors and vacuum tanks. Motorists see this and conclude that gasoline has ceased being dangerous. Because nothing happens they acquire a certain contempt for its known hazards. It isn't long before they apply the straw that breaks the camel's back."

According to the bulletin the vapor from a gallon of gasoline when mixed with the right proportion of air produces a hazard equal to 85 pounds of dynamite. Because this vapor does not always develop when gasoline is exposed, it is pointed out, a lot of tricks can be done with the gas tank without any immediate results. What happens, however, is that the full hazard invariably asserts itself when the motorist treats gasoline with the greatest contempt.

The AAA contends that contempt is the worst form of carelessness and that if motorists were as precautionary as in the old days hundreds of lives would be saved annually.

**OLDER GIRLS' CONFERENCE**

PORTLAND, Ore., April 12.—Advance registrations received to date at the state Sunday school of-

fice here indicate that 300 girls from Oregon Sunday schools will attend the Oregon Older Girls' conference at McMinnville, April 25, 26 and 27. Three hundred is attend, as McMinnville churches have agreed to provide entertainment for that number.

Mrs. Jean M. Johnson, director of the conference, reports excellent cooperation from every college in the state, with prospects good for every institution having representatives there. The conference is for girls between 15 and 21 years of age who are connected with some Sunday school class, or who represent some Girl Scout, Girl Reserve or Camp, or girl organization or college. Each organization is allowed to send two delegates.

**SNOW CHANGE OPENING DATE OF CAMP CURRY**

Heavy snows in the past week have made it necessary to change the date of opening for Camp Curry, famous Yosemite resort, from the 11th inst., as previously announced, to Saturday, the 26th inst., according to an announcement just made public by Mrs. D. A. Curry, president of the Curry Camping company.

"Although we are sorry not to be able to open Camp Curry in time to accommodate Easter vacation parties, we are greatly pleased by the heavy fall of snow at this time," states Mrs. Curry. "It means a bigger volume of water in the falls for the coming season, as well as increased scenic attractions to early season visitors. It is highly probable that the peaks and domes surrounding Yosemite valley will still be capped with their picturesque snow mantle during the forepart of the 1924 season. Camp Curry will be prepared

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	Allroad Cord	Autocrat Cord
30x3	\$10.50	
30x3½	13.15	\$15.95
32x4	19.70	25.10

"JIM" SMITH & "BILL" WATKINS

Phone in and our Flivver will be out Phone 44

**Buick Does Not Ask Motorists to Wait For Improvements Leaders Never Do**

"WAIT FOR ME" is the cry of the laggard, always heard from the rear of civilization's procession. But the world does not wait for the "I can't" division. It follows the leaders, the doers. This again is strikingly shown by the unprecedented volume of purchase orders that have greeted the new 1924 Four-Wheel Brake Buick models. It is the emphatic recognition that the Buick engineers, with 97 improvements in the 1924 Buick, have outstripped even their best previous efforts in keeping faith to their pledge.

OTTO J. WILSON

388 N. Com'l Phone 220.

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